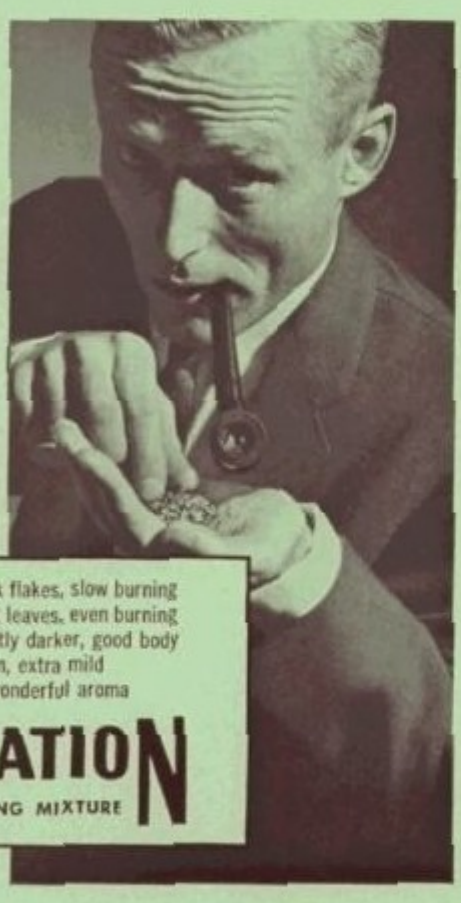
LEO BURNETT COMPANY, *Inc.*
Ad No. 146—Req. No. 11928—B & W—5⅛" x 5" {Popular Mechanics, March, 1961
{Popular Science, April, 1961

Take a close look at the flakes

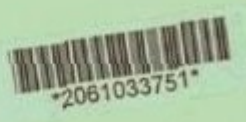
IN REVELATION, YOU'LL SEE FIVE OF THE WORLD'S GREAT TOBACCOS

Notice the different cuts and *colors* in the flakes? Each one adds its own personality, and when they're all together, a secret recipe does something rare for the flavor. Try it soon and get some new pleasure in your pipe.



Kentucky Burley—dark flakes, slow burning
Virginia Bright—bright leaves, even burning
Old Belt Bright—slightly darker, good body
Latakia—deeper brown, extra mild
Perique—very dark, wonderful aroma

REVELATION
MILD SMOKING MIXTURE



Source: https://www.industrydocuments.ucsf.edu/docs/kqbv0084